Sweater Coats

For golfing or street wear we are showing some exremely new ideas in the new Sweater Coats. They are in many cases double woven. Trimmed in contrasting shades, Priced \$2.98 to \$15.00.

PREE DELLYERA OUT OF TOWN BY INSURED PARCELS. POST



MATE ORDERS GIVEN PROMPE AND CAREFUL ATTENTION

Women's New Neckwear Pieces

The latest styles in pretty, becoming Women's Neckwear pieces. New shipments are here and have been unpacked: The shipments include handsome styles in new Novelty Collars, Marie Antionette Collars and Collar and Cuff Sets of embroidered organdies, Swisses and nets,

The Economist Is Ready—Autumn's Newest Things Are Here in Every Dept.

THE splendid prospects for fall business prompted the most liberal purchases ever made for this store since its beginning. The value of merchandise already received measured in dollars is up in the Thousands and there are still other Thousands in value being received weekly. But first of all is Quality. Our most prized asset is the public's faith in the Economist's reliability and nothing shall be sold here that will destroy the confidence secured through years of careful Service.

PRESENTING AUTUMN'S FAVORED

Dress Silks and Velvets

Advance importations are now being displayed in a rarely beautiful coffection which embodies the latest Paris ideas. Considering the qualities of these materials and the very strong advance in market quotations our prices are surprisingly moderate. We have assembled complete assertments of latest novelties in Silks, Satins and Velvets. Fascinating designs and gorgeous colors in gold and silver cloths, tinsel effects, Poult de Role, Gros de Londre, Chiffon Taffeta, Chiffon Faille, Printed Silks for bnings, Satin Francaise, Georgette and Novelty Silks.

CREPE DE CHINE-Superfor quality, in a choice range of the season's newest colors, including white, flesh and black, \$1.75.

CHIFFON TAFFETAS - 36 and 40-inch, shown in a choice assortment of the latest street and evening shades, and black, \$2,00 and \$2.50 yard.

SATIN MESSALINES AND SATIN DE LUXE-Our standand qualities, very lustrous, shown in over 100 distinct slundes at, per yard, \$1,50 and

DRESS SATINS - Di-Inch. beautiful qualities, very lustrous; one of the most fashionable silk fabrics for autumn wear; shown in the latest fall shades, at, per yard, \$2,00 and

Black Satin Lining Special

Dress Fabrics and Coatings

For Autumn and Winter, shown at popular prices. Broadcioths, Volivia Cioths, Velours in plain colors and checks, Homespuns, Scotch Tartuns, Mixtures, Chevlots, Velour de Laine, Serges, Gabardine in plain colors, also stripes and checks, in all the new and latest colorings. At very moderate prices.

Beautiful Silk Stockings for Evening Wear

Women's silk stockings in all the new designs and colorings, such as imported ince inserts, in black and white, embre shades with metal lace insert and the latest Parislan novelties, also a wonderful assortment in plain colors to match any gown. Prices range from \$1.50 a pair and up.

PURE INGRAIN THREAD STOCKINGS, \$150 PAIR Black, white and all colors, medium weight, extra fine quality, pure ingrain thread silk with all the improved re-enforceings to insure wearing quality, \$1.50 pair.

Pure Thread Silk Stockings Black, white and all the

wanted shades Medium weight. Made with extra splittings in soles, toes, heets and deep liste or all silk garter tops. Special. \$1,15 pair.

Pure Silk Boot Stockings at 59c Pair

Black, white, tan, green, Coblue, old rose and other popular shades. Re-entorced with double liste sples, heels, toes, 50c pair.



Women's Authoritative Modes in Women's Tailored Suits

Advance models in the smartest of new fabrics. Callot Check Velours, Heavy Whipcords, Broadcloths and Velour Cloths. In rich tones of Balsam Green, Java Brown, Rubber Grey, Burgundy, Plum, Navy and Black. Many Suits are handsomely trimmed with the fashionable furs. An interesting assortment at \$25.00, \$27.50, \$29.50, \$35.00 to \$75.00.

The Newest Coats and Wraps

Luxurious Garments, finely lined, developed in the new fabrics-Velour Cloths and Bolivia Cloths. Models of decided distinction. \$35.00 to \$75.00. In the smartest of lancy mixtures, \$15.00, \$16.50, \$19.50 to \$35.00.

Second Floor

Women's Fall Dresses

Second Flour.

STREET DRESSES Exclusive models of Serge, and Serge and Silk compose, and Serge and Georgette combined, with pleated slarts and worsted embroidery. \$15.00 to \$59.50.

AFTERNOON DRESSES

Exclusive models of Satin Charmense, French Safin, and Crepe Meteor, trimmed with contrasting beaded embroidery and fur. \$25.00 to \$79.50.

New Modes in Evening Gowns

Made of the newest and latest restorials. New, Silks and Salius, levely thits in Stimmering Taffets. Delicate Platia, combined with Georgetic Crope and Metal Luces. Rich Salius combined with Metal Luces. Rich Gold and Colored Embroslery combined with Salius also Black New combined with Contrasting colored Spirities. All in all, we have a certy varied collection of the newest in Evening Cowns and Dancing Freeks. All the new colors and contamines.

DANCING FROCKS AT \$15.00 FACH AND UP. EVENING GOWNS AT \$22.50 FACH AND UP.

Women's and Misses' Waist Shop

Just Chine: Solls Children NEW PALL WAISTS. ded or embroidered in self or contrasting colors, also with many hand drawn work, \$2.95 TO \$13,50,

The New Millinery



We are proud to state that our resent showing of new Fall Millinery is the largest and most complete we have ever shown,

Would it not tempt you to view a large collection of charming hats, embodying all that is new in Parisian ideas? And these hats, heautiful in quality, chic in style and well made, are irresistibly priced.

> SEE THEM AT THE ECONOMIST

Fall Laces

Showing of an attractive collection of Imported Novelty Laces being used in the latest Paris models, including the newest designs in Metallic Laces, Tule Flounchuss embroidered in Gold, Silver, Steel and Laces effects; Metal and Net combined with exquisite colorings, Chantilly, Filet, Venise, and Fancy Net Laces in Edges, Dend and Pull Flounchuss with Bands to match.

New assortments of Dotted and Plain Silk Brussels Nets in an almost unlimited variety of the latest colors for evening west.

Gold, silver and Steel Edgings, Insertions and Flouncings in matched sets.

Dress Trimmings

Recent importations of Paris Novelties, including Embroidered Metal Cloth or Not Flouricings, Spangled Bands, All-overs Flouricings and Ornaments, new designs in Flower Trimmings with separate flowers to match, Beaded Bands in Persian Colorings, also Ornaments and Maraleut Trimmings for gowns and wraps; Braids

Fur Is Fashionable

For and Fashish are walking hand in hand. It adds a touch of reduces to coats, suits nowns and hats a tone that nothing else

can give.
You will find here a complete stock of new fer, including black, brown and grey come, natural hid for, saids appearing, how love which operating material moskins, natural squirred, skink, racesson, natural racesson, natural skinks, taupe wolf black wolf, natural hear. Hadam scal, French seat, mote, black hare, dark benyer, beaver male, reversible causes, imitation mole, cruine; I to 5 meles wide, 50c to \$16.00 the yard.

New Veilings AUTHENTIC STYLES

Word comes from leading Eastern sixle centers that Veiling All most recent patterns are here in black, mays,

Bernard Miss Chella VanPatten, alisa Nellio Ployd, Miss Alleen Rosenthal, and Miss Opal Jones of Las Vegus Miss Laby Clement, sister of the bride.

HAIR GRAY? THEN APPLY O-BAN

It Darkens Gray Hair Evenly

If your hair is gray, steading gray

Figure Barrier is dry harsh, thin or Sanis Fe. Sept. 9, 1918.

Sanis Fe. Sept. 9, 1918. If your lintr is gray, streaked with falling simply shampoo hair and stain a few times with Q-Ban Hair Color Resource. Soon every straind of hair washing gray or not) becomes evenly dark, soft, flossy, fluffy foll of life and hair fluffy. Sains and entire head of heir is so guests were present At a measurable to Pleasure Johnson Mr. The second of the second of heir is so guests were present At a measurable to Pleasure Yalls. Chin. expecting to Pleasure Yalls. Chin. expecting to retain make the man for Pleasure Yalls. Chin. expecting to retain make the man for Pleasure Yalls. Chin. expecting to retain make the man for Pleasure Yalls. Chin. expecting to retain make the man for Pleasure Yalls. Chin. expecting to retain make the man for Pleasure Yalls. Chin. expecting to retain make the man for Pleasure Yalls. Chin. expecting to retain make the man for Pleasure Yalls. Chin. expecting to retain make the man for Pleasure Yalls. Chin. expecting to retain make the man for Pleasure Yalls. Chin. expecting to retain make the man for Pleasure Yalls. Chin. expecting the man for Pleasure Yalls. Chin. expecting to retain make the man for Pleasure Yalls. Chin. expecting to retain make the man for Pleasure Yalls. Chin. expecting to retain make the man for Pleasure Yalls. Chin. expecting to retain make the man for Pleasure Yalls. Chin. expecting to retain make the man for Pleasure Yalls. Chin. expecting to retain make the man for Pleasure Yalls. Chin. expecting to retain make the man for Pleasure Yalls. Chin. expecting to retain make the man for Pleasure Yalls. Chin. expecting to retain make the man for Pleasure Yalls. Chin. expecting to retain make the man for Pleasure Yalls. Chin. expecting to retain make the man for Pleasure Yalls. Chin. expecting to retain make the man for Pleasure Yalls. Chin. expecting to retain make the man for Pleasure Yalls. Chin. expecting to retain make the man for Pleasure Yalls. Chin. expecting to retain make the man for Pleasure Yalls. Chin. expecting to retain make the man for Pleasure Yalls. Chin. expecting to retain make the man for Pleasure Yalls. Chin. expecting to retain make the make Yalls. Chin. Expecting the part of the property of Pleasure Yal

My heart fight with sons, Dear love, now I long September's moon burns low. The redain burn filled evels com-The night birds wheel and un-

Come out to the newa! In my motor car I would travel far:

A grosying with you, stars given bright in the heaven, in Pleinleg to the Pole. o wealths of departed samme the drifting night clouds roll. come away!

Come out to the mesa; Come out in the verset sinct Javes peace in my soul Your bears as the good, FR so Eypsy ing with you FLOWERNOW HARCHETT.

PARTIES AND RECEPTIONS. whether gray or not) becomes evenly Mrs. Charles C. Catron was most of any soft, flossy fluffy full of life at an informal diame and Card partialing and entire head of half is so gnests were present. At a measurable sanitally and evenly therefore the state of the second control of the

Fo artial colony, Alfred Holls leaves next week for chicago university. He entertained it Affred Rolls below next week for a hierage university. He enforced a minimum of flowed all limber no Thirts lay revealing John K. S. Walfer twisters for the excellence of the relation estimation of the relation of the excellence of the entertained at third relation of the relation of t

prester part of the sommer in Falts than now a

Santa Fe Society Notes

Sentia Fe Society Note

Mrs. Guy P. Harrington and daughter for first seaterally for fillings to lum Mrs. Harrington, who is in the field surveying for thirle Sam. From History for the same first that the field in Sama the first Mrs. Doyle and child to Sama the for the winter.

Mrs. Warren E. Hollins and drogstotes we will be a presented to be for the winter. Mrs. Warren E. Hollins and drogstotes for the first seatest all first seatest all for the first seatest all for the first seatest all first seatest all for the first seatest all first

Judge Merritt C Merbers has very lowy of the world has within a con-

The Art Shop

Are Non-Tooking 1867





there will be an sale from this office about committee raise to left Eastern Points. These titleds provide libers, women on within the the going or returning trip and are remitted to rettire for these these Myttebur Fast, 1818;

Below Is a List of Rance to Some on the Arch. Super-States. States.

of the Chie Ogden, Utah 42.60

Milestons The PHONE 804

P. J. JOHNSON, Agent